



**STUDENT ID NO**

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

**TRIMESTER 3, 2022/2023**

**BTQ3094 – TQM FOR MANAGERS**

(All sections / Groups)

**2 OCTOBER 2023**

**09.00 a.m. – 11.00 a.m.**

**(2 Hours)**

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages, including a cover page.
2. Answer **ALL** questions. The marks for each question are given on the question paper.
3. Please write your answers to all the questions in the answer booklet.

**Answer ALL questions.**

**Question 1**

- a) Discuss W. Edwards Deming's 14 Management Points and their significance in strengthening organisational quality and performance. Discuss how each principle can help an organisation build a quality culture.
- b) Discuss SIX (6) challenges organisations may face in implementing W. Edwards Deming's 14 Points for Management. Provide examples of situations where these challenges could arise and strategies for overcoming them.

(14 marks)

(6 marks)

**Total Marks: 20 marks**

**Question 2**

- a) Explain how Customer Relationship Management (CRM) helps build and maintain customer relationships. Discuss key CRM components and processes and how organisations can use CRM to boost customer satisfaction and loyalty.
- b) Discuss the FOUR (4) key challenges organisations may face when implementing a Customer Relationship Management (CRM) system. How can these obstacles be overcome to ensure a successful CRM implementation and maximise its benefits for building strong customer relationships? Provide examples to demonstrate effective CRM implementation strategies.

(10 marks)

(10 marks)

**Total Marks: 20 marks**

**Question 3**

- a) Ishikawa's Basic Seven Tools of Quality in quality management and process improvement. Describe each tool in detail and illustrate their practical applications with real-world illustrations. How do these tools help identify quality issues and improve overall organisational performance?

(14 marks)

**Continued ...**

- b) Discuss FIVE (5) benefits of using flowcharts in quality management and process improvement. Provide an example scenario where a flowchart was employed to optimise a business process and explain how it contributed to improved quality and efficiency.

(16 marks)

**Total Marks: 30 marks**

#### **Question 4**

- a) Discuss how to build a solid quality improvement system in an organisation. How do people, organisational learning and knowledge, culture, closeness to customers, and information and finance contribute to excellent customer service and sustained quality results? Provide examples and practical advice to explain.

(15 marks)

- b) As a quality improvement manager in healthcare, you aim to improve patient care quality. Provide a concise quality improvement programme plan that incorporates individual and organisational learning, the guided training model, adult learning principles, training tools, and evaluation techniques. Explain the steps and expected results of improving patient care.

(15 marks)

**Total Marks: 30 marks**

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